



You Drink & Drive. You Lose. National Enforcement Crackdown

Impaired driving is a crime and will not be tolerated

- Impaired driving is one of America's most-often-committed and deadliest crimes. According to the Federal Bureau of Investigation's Uniform Crime Report, more than 1.4 million people nationwide were arrested in 2003 for driving under the influence. Statistics compiled by the National Highway Traffic Safety Administration for 2004 show that nearly 13,000 people died in highway crashes involving a driver with an illegal blood-alcohol concentration level of 0.08 or higher.
- That's why law enforcement will be working overtime all across America this Labor Day weekend cracking down on drunk drivers.
- The message is simple – *You Drink & Drive. You Lose.* Anyone planning on drinking alcohol needs to be responsible and designate a sober driver. With increased sobriety checkpoints, roving patrols, undercover officers and concerned citizens, chances are if you drive impaired, you will be arrested.
- This national *You Drink & Drive. You Lose* crackdown is complemented by a \$13.9 million national advertising campaign that puts drivers on notice that if they drive impaired, they will be caught and prosecuted.
- Studies from NHTSA show that Americans support tougher enforcement and consider drunk driving an important social issue, ahead of health care, poverty, the environment, and gun control. Nearly 97 percent of Americans view drinking and driving by others as a threat to their families and themselves. The majority of Americans also support increased enforcement efforts like sobriety checkpoints to protect innocent victims from impaired drivers.
- NHTSA's data also shows that motorcycle operators have the highest incidence of drunk-driving-related fatal crashes. In 2003, motorcycles accounted for 29 percent, light trucks for 22 percent, passenger cars for 22 percent and large trucks for 1 percent of all fatal crashes where a driver had a BAC level of 0.08 and above. Furthermore, almost half (44 percent) of the 1,501 motorcycle operators who died in single-vehicle crashes in 2003 were intoxicated.
- Too many people still don't understand that alcohol, drugs, and driving don't mix. Impaired driving is no accident – nor is it a victimless crime.

- Although national impaired-driving highway fatalities during 2003 declined slightly for the first time in several years (down 3 percent from 2002), there is still much more work to be done.
- Fortunately, much of the tragedy that comes from impaired driving crashes could be prevented if everyone would take a few simple precautions.
- Always follow these tips for a safer outing:
 - Be responsible and don't drive impaired ... you will be caught.
 - If you plan to drink, choose a designated driver before going out.
 - Take mass transit, a taxicab, or ask a sober friend to drive you home.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
 - Always buckle up – it's still your best defense against an impaired driver.
- The *You Drink & Drive. You Lose* National Crackdown, first launched in December 1999, is a comprehensive impaired-driving-prevention effort focused on conducting highly visible criminal-justice-related efforts to deter impaired driving.

Impaired Driving Creates Serious Consequences

- The tragedies and costs from drinking and driving impaired do not just end at the potential death, disfigurement, disability and injury caused by impaired drivers.
- Driving a car or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be really significant.
- Violators often face jail time, the loss of their driver's licenses, higher insurance rates and dozens of other unanticipated expenses from attorney fees, fines and court costs, car towing and repairs, lost time at work, etc.
- Plus, there is the added embarrassment, humiliation, and potential loss and consequence after informing family, friends, and employers.
- The bottom line: *You Drink & Drive. You Lose.*
- For more information about the campaign, visit www.StopImpairedDriving.org

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